Chapter 1:

The importance of Hospitality & Tourism

* -two of the fastest growing and most exciting industries in the world today

Industry Segments:

Hospitality industry: a group of businesses composed of establishments related to lodging and food service management

Tourism industry: a group of businesses that encompass travel/transportation vendors for ail, rail, auto, cruise, and motor-coach travel, and promote travel and vacations.

Service: an intangible think that is a task performed for customers by a business (room clean, check in, )

Goods VS Services.. goods are tangible, services are intangible.

* Variables: factors that can cause something to change or vary
* Perishability: the probability of a product ceasing to exist or becoming unusable within a limited amount of time.
* Intangibility: a state of being abstract, as are things that can’t be touched (MEMORIES.. EXPERIENCES)
* Changeability: a condition of being subject o change or alteration

Signs of Hospitality

* Pineapple is a sign of hospitality

Ancient Travel

* 3000 b.c. travel was revolutionized by the invention of the wheel. People would cover greater distances in less time.

Tourism in the Renaissance

* 14, 15, and 16 centuries, innovative ocean exploration took place.

Tourism in the 1800-1900’s

* Rail service enable tourists to journey by train
* Mass production of automobile
* Construction of super highways ,

Modern Tourism

* Wright brothers first airplane, launched today’s modern air travel system. Cruise ships, floating resorts,
* TRENDS IN HOSPITALITY & TOURISM
  + Safety
  + Diversity
  + Ecology
  + Markets
  + Convenience
  + Technology

Ecology:

* Ecotourism: a branch of tourism encompassing adventure tourism and sustainable development of regions for future generations

Markets

* Market segments: groups of consumers categorized by specific characteristics to create a target market
* Target market, examples, spas’s and gaming, legalize gambling

Convenience:

* Consumers in the future will place continues emphasis on the value of time and money.
* Products and services must be convenient and easily accessible
* 24 hour locations, express check in and out, special programs, use the internet to make arrangements

**Web Sites:**

* Many hotels restaurants facilities, vendors, and destinations host creative web sties to entice customers to purchase products and services.

**Information Management:**

* Computerized reservation networks, properties are able to obtain guest information and create profiles to better serve repeat guests
* Aids in predicting future sales, planning promotions, and development guest communications
* Restaurants can maintain information to assist in menu planning
* Transportation vendors can use systems to determine the most effective specials and deals to attract customers**.**

Guest Services:

Other Computerized systems

* Heating/cooling
* Lighting systems
* Computerized security stems
* Computer generated photo id’s are scanned and stores
* Keyless entry into guest rooms

Chapter 2:

Effects of H & T

* Economic
* Ongoing economic impact
* Economic multiplier
* Employment

Globalization and Tourism pg 28-29

* Sustainable tourism-allows a destination to support both local and tourists with out compromising future generations.
* Social and cultural impact
* Trading cultural influences
* Cultural revival
* Negative cultural influences

Environmental Impact:

* Water Resources
* Land and Air resources
* Waste disposal
* Threatened locations
* Noise pollution
* Visual pollution
* **Cyclical Nature of Travel**

1. Introduction and growth phases
2. Maturation and decline phases
3. Renewal phase

* Renewal case study
* The reasons for travel
  + Business and pleasure

Chapter 3: Restaurant Industry

Types of Restaurants

* Food-service locations(commercial site or on site facility)
* Commercial sites
* Full service restaurants
  + Fine dining
  + Casual dining
* Limited-Service Facilities
  + Quick service restaurants
  + Specialty Restaurants
    - Theme
    - Ethnic
    - Pizza
    - Chicken
    - Steak
    - Seafood
    - Hamburger

Types of Restaurant Businesses pg 53

* Chains
* Franchises
* Independents
* Restaurants within other properties
  + Private clubs
  + Sports and theme parks
  + Retail establishments
  + Lodging establishments
* On Site Facilities
  + Schools
  + Colleges and universities
  + Health care facilities
  + Business and industry
  + Military
  + Airlines and Airports
  + Correctional facilities
  + Convenience Store
* Restaurant Operations
  + General Managers
  + Front of the house service
    - POSITIONS
      * Assistant manager
      * Opening manager
      * Closing manager
      * Cashier
      * Host and/or hostess
      * Server
      * Busser
      * Bartenders
  + Back of the House
    - Production and kitchen positions
    - Executive chef
    - Sous chef
    - Prep cook
    - Garde manager
    - Pastry chef
    - Baker
    - Steward
    - Expediter
* Production and Other Operations
  + Purchasing
  + Inventory
  + Return on Investment
  + Increasing profits
  + Costs
  + Budget tools
  + Balance sheet
  + Income statement
* Working together

Chapter 4 Hotel Industry:

* Location
  + RESORTS
  + AIRPORT
  + HIGHWAY
  + DOWNTOWN
  + CONFERENCE CENTERS
* STYLE & FUNCTION
  + ALL SUITE –living room and sitting area
  + EXTENDED STAY-kitchen area
  + BED AND BREAKFAST- 3-12 sleeping rooms, breakfast
  + SPAS
  + BOUTIQUE HOTELS
  + VACATION PROPERTIES-time share – yearly maintenance fee
  + RETREAT CENTERS
* Hotel Organization
  + Front of the house
  + Back of the house
* Room Division – largest revenue center
  + Front office
  + Reservations
  + House keeping
  + Guest or uniformed services
  + Communication
* Selling rooms –sales divisions or reservation staff sells the room –in the evening front desk staff
* **Guest Services –check in, guest contact , requests, special needs –familiar with local attractions.**
* **POSITIONS**
  + **Day shift positions -handling guests during check out –notifying housekeeping which rooms to clean, monitor special requests VIP guests**
  + **Evening Shift positions.** 
    1. **Clerks or agents**
    2. **Night auditors**

**balances the books, daily reports, etc..**

* + **Guest service agent (GSA) – one person performs the function of desk clerk, concierge and valet**
* **Reservations - Centralized reservation system (CRS)**
  + **Reservation Manager: Monitors room availability and pricing of rooms**
* **Housekeeping** 
  + **Executive housekeeper - head of the staff**
* **Guest or Uniformed Services**
  + **Bell staff –transporting guest’s luggage**
  + **Valet staff – parks the cars**
  + **Concierge – care taker – helps guest make arrangements for transportation, restaurant reservations, event reservations, and entertainment tickets, and advises guest about activities in the area**
  + **Security Staff-protecting the guest, the property, and guest valuable - key security**
* **Communications – voice mail, fax service, email, message center, and pagers. PBX – Private Branch Exchange multiple outside lines, wake up calls. Etc..**

**SYSTEM WIDE DEPARTMENTS**

* **Line Employees- daily contact with guests**
* **Staff Employees-front of house – staff departments accounting, marketing,**

**SUPPORT STAFF**

* **Engineers – critical oversee the maintenance**
* **Groundskeepers and attendants – maintain the exterior of the property**
* **Sales and Marketing Staff**
  + **Sales**
  + **Technical**
  + **Sales assistants**
  + **Telemarketers**
* **Reservations**
* **Human Resources Staff**
* **Servicing guests.**

Chapter 5 Tourism Business:

The Growth of Tourism

* Dual family income
* Baby boomers
* Health
* Leisure time
* New Transportation options
* The internet
* Niche Markets
  + Travel for the Disabled
  + Adventure Travel
  + Geotourism/ecotourism
  + Agritourism
* Tourism’s Economic Impact
* Type of package tours
  + Independent tours
  + Hosted tours
  + Escorted or guided tours
* Customized Tours

Tour Positions

* **Tour escort**
* **Tour guides**
* **Tour hosts**
* **Other tour positions – reservationists, sales staff, accounting, product manager**

Modes of Transportation

* Air
* Ground – rail, car or motor coach
* Water transportation

History of Air Transportation (Group Presentation)

Hub and spoke (satellite) system

Traveler benefits – frequent-flyer program

Airline Careers

* **Onboard positions**
* **Ground positions**

Ground Transportation

* Rail transportation in Europe
* Rail Transportation in the United States
* Amtrak
* Automobile Transportation
  + Limousines
  + Vans and shuttles
* Motor-Coach Transportation – greyhound
  + Charter motor coaches
* Careers in Ground Transportation
  + **Ground transportation staff**
  + **Railway staff (similar to flight attendants)**

Water Transportation

* Ferry Boats
* Freighters
* Riverboats
* Yachts
* Windjammers
* Cruise Ships
  + Accommodations
  + Food service
  + Entertainment
  + Cruise ship pricing
    - The ship
    - Season of sailing
    - Length of stay
    - Cabin location
    - Itinerary

Cruise Ship Positions: **sales, reservations, front desk, tour or shore excursions desk, recreational activities, etc..)**

Chapter 6 Destination Marketing:

Destination Markets

* Marketing a Destination
  + Seasonality –
  + Cold weather destinations
  + Warm weather destinations
    - Competitive markets
* Classifying Destinations
* Resorts and Destinations
* Destination resort
* Cruise Ships
  + Itineraries
  + Shoulder season between peeks times of the year
* Sports, Recreation, and Entertainment destinations
* Live Entertainment
* Amusement parks
* All in one
* Gaming Facilities
* Shopping
* Museums and Historical Sites
* National parks and gardens
* Promoting a destination

Tourism Providers and Promoters

* **Travel Agencies**
  + **Commission**
  + **Responsibilities?**
* **Tour Operators**
  + **Preferred tour rates**
  + **Distribution channels**
* Convention and Visitors Bureaus
* Trade and Government Organizations
* Governments Tourism Agencies
* Promoting states as destinations
* Sharing marketing duties

Chapter 7 Sports, Events, and Entertainment:

Sports and Recreation

* Types of leisure activities
  + Sports
  + Recreation
  + Events
  + Entertainment
* Categories of Sports
  + Amateur
    - Youth sports –emphasizes participation
    - High school sports – focus on team sprit
    - College sports –encourage competition
  + Professional Sports
    - Income and regulations.. athletes are compensated by team, or franchise, sponsors, and other corporate endorsement opportunities.
  + Other Sports
    - International sports –
    - Extreme sports –skateboarding snowboarding,
    - Sports and disabilities
      * Paralympics-
      * Special Olympics-
* Careers-
  + Agencies
  + Facilities
    - **Marketing director**
    - **PR facility director**
    - **Event director**
    - **Booking director**
    - **Operations director**
    - **Box office director**
    - **Concession manager**
  + Broadcasting
    - **Athletic directors**
    - **Media directors**
  + Retail
  + Teams leagues and associations
* Sports and Lifestyle
  + Health and Fitness
  + Recreation
    - Commercial recreation
    - Public recreation
    - Therapeutic recreation
    - Outdoor recreation
    - Military recreation
    - Community programs
    - Campus programs

Events and Entertainment

Public Events

* Size and purpose
* Size
  + Mega events –Olympics
  + Hallmark events- local with national or international appeal.
  + Major events -international film festival
  + Local events – fairs, -little impact on overnight accommodations
* Purpose of public events
  + Political events
  + Cultural events-concerts, theaters, museums,
  + Military events – parades and flag raising ceremonies
  + Tourist attractions – fire works, parades
  + College and universities- orientation, graduation
  + Nonprofit organizations- civic or charitable organizations
  + Consumer shows –auto or boat show flower show
* Private Events
  + Social events – weddings, birthdays
  + Meetings –
  + Corporate events – showcase new products increase sales motivation
* Event positions

Entertainment

* Music – concerts - live performances
* Music tours
* Recordings

Television

* Overview and jobs (**producers, directors, writers, promoters, agents, etc.**). pg 152

Movies

* Overview and jobs **(production, distribution, marketing, etc**.) pg 152

Radio

* Overview and jobs (**sales, production, etc**.) pg 153

Performing Arts

* Overview and jobs (**box office management, stage technicians, ticket sales agent etc.**.)pg 154

Chapter 8 Marketing Enviornment:

What is Marketing?

The Marketing Process

1. Market Research
2. Promoting Products
3. Distributing Products

Marketing Concept:

Target market – specific group of consumers that an organization selects as the focus of its marketing plan.

Marketing Mix: combination of four basic marketing strategies, known as the four Ps:

1. Product
2. Price
3. Place
4. Promotion

* Product Decisions
* Place Decisions
* Promotion decisions
* Utility – concept of conveying the value of products through appropriate and convenient placement, adequate information, and easy exchange.
* Place utility (impulsive buying)
* Time utility
* Possession utility
* Information utility

Planning Marketing

Marketing Plan: written document that provides direction for the marketing activities of a company for a specific period of time.

1. Executive summary
2. Situation analysis
3. Marketing strategies
4. Implementation
5. Evaluation and control

Mission

Marketing Environment – internal and external factors that influence marketing decisions and the ability of the marketing plan to reach its goal.

Internal Factors

* Departments interacting with one another accounting, public relations, etc..

External factors

* Resources, product distribution, competition, size o f company, etc.
* Demographics, economics, politics, technology,

Setting Goals and Objectives:

* Clear, specific, reasonable, and measurable.

Chapter 10 Designing Products:

Defining Products:

* Goods and services continuum
* Nature of services

Variety of Products

* Hospitality products, lodging and food service establishments
* Tourism and Transportation –vendors for airlines, cruise, rail, auto,

Product Levels:

* **Core product**-main product that the customer is buying
* Facilitating products: goods or services that aid the use of the core product, (parking, phones, etc).
* **Supporting Products :** extra goods or services, (afternoon tea, hand towels, etc).
* **Identifying Products:**

Product Mix-assortment of products that a company sells

Product Planning

Product Life Cycle:

1. Product development
2. Introduction stage
3. Growth stage
4. Maturity stage
5. Decline stage

**Customer satisfaction** –a positive feeling or reaction customers have about a business or product. Customer satisfaction comes from delivering what is expected.

**Customer Loyalty**: the customer’s faithfulness to a business and its product.

What builds customer loyalty:

1. Employee relations
2. Price and value

Relationship Marketing: -building relationships with customers by adding value to the interaction that will lead to long term customer services.